

NIELSEN WEEKLY DATA  
(400 C-STORES)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>AMERICAN</u>	<u>LORILLARD</u>	<u>LIGGETT</u>
BASE MARCH 1993	42.54	33.26	12.09	4.77	6.09	1.24
NOVEMBER 27, 1993	<u>47.22</u>	<u>30.09</u>	<u>10.53</u>	<u>5.09</u>	<u>6.13</u>	<u>0.85</u>
	<b>4.68</b>	<b>(3.17)</b>	<b>(1.56)</b>	<b>0.32</b>	<b>0.04</b>	<b>(0.39)</b>

<u>CATEGORY</u>	<u>PREMIUM</u>	<u>DISCOUNT</u>	<u>DEEP DISCOUNT</u>	<u>PRIVATE LABEL</u>
BASE MARCH 1993	60.61	39.39	28.30	10.53
NOVEMBER 27, 1993	<u>67.00</u>	<u>33.02</u>	<u>23.35</u>	<u>8.65</u>
	<b>6.39</b>	<b>(6.37)</b>	<b>(4.95)</b>	<b>(1.88)</b>

<u>BRAND</u>	<u>MARLBORO</u>	<u>PM OPB</u>	<u>WINSTON</u>	<u>SELECT</u>	<u>CAMEL</u>
PREMIUM					
BASE MARCH 1993	24.34	7.91	5.26	0.59	4.15
NOVEMBER 27, 1993	<u>29.82</u>	<u>7.92</u>	<u>6.18</u>	<u>1.34</u>	<u>4.42</u>
	<b>5.48</b>	<b>0.01</b>	<b>0.92</b>	<b>0.75</b>	<b>0.27</b>

<u>DISCOUNT</u>	<u>PM</u>	<u>RJR</u>	<u>AMERICAN</u>
<u>PRIVATE LABEL</u>			
BASE MARCH 1993	2.62	6.96	0.56
NOVEMBER 27, 1993	<u>1.80</u>	<u>5.77</u>	<u>0.71</u>
	<b>(0.82)</b>	<b>(1.19)</b>	<b>0.15</b>

<u>BRANDED</u>	<u>DORAL</u>	<u>CAMBRIDGE</u>	<u>BASIC</u>	<u>GPC</u>	<u>MONARCH</u>	<u>BEST VALUE</u>
BASE MARCH 1993	3.60	1.51	4.90	5.68	3.53	2.67
NOVEMBER 27, 1993	<u>3.49</u>	<u>1.42</u>	<u>5.44</u>	<u>4.71</u>	<u>3.04</u>	<u>0.78</u>
	<b>(0.11)</b>	<b>(0.09)</b>	<b>0.54</b>	<b>(0.97)</b>	<b>(0.49)</b>	<b>(1.89)</b>

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